DREAM DESIGN WITHIN REACH

The Midmark Choice Operatory package enables design dreams to become reality.
If you look up the definition of the word “turnkey,” you will find 2 meanings. First, there’s the adjective: “built, supplied, or installed complete and ready to operate.” Then, there’s the noun: “one who has charge of a prison’s keys.”

It’s unfortunate when a brand or manufacturer of core dental equipment offers a “turnkey” solution without providing options. The equipment may be easily unboxed, installed, and ready for use, but it may not offer adequate customization that would make it most suitable for the user’s needs. Rather than designing your dream operatory, you may find yourself feeling locked in by a turnkey design that you’re not completely satisfied with.

Another downside of turnkey solutions is that they can be sterile—and not in the hygienic sense. Referencing the dictionary again, sterility can mean “lacking in stimulating emotional or intellectual quality.” While the operatory doesn’t need to feel like an art museum or day spa, at the very least, it can balance comfort and style with sleek surfaces, ergonomic seating, and perhaps a splash of color.

Good design takes into account not just what it allows people to do, but how it makes them feel. Finding this balance can go a long way in creating an environment for positive and meaningful interactions between patients and clinicians.

Higher quality shouldn’t be sacrificed for affordability when selecting core dental equipment. That’s the premise behind Midmark’s appropriately named Midmark Choice Operatory. In the pages ahead, we’ll discuss the 3 components of this package: chairs and seating, lights and monitor mounts, and delivery systems and accessories. First, it’s important to consider what workflow optimization means and what you need to achieve it.

**A HISTORY OF DESIGN**

Today, Midmark’s solutions revolve around a single idea: harmonizing space, technology, and workflows to enhance interactions between patients and caregivers. The company stands by the quality of its products with a standard 5-year parts-only warranty for operatory products purchased through an authorized Midmark dealer. Additionally, a dedicated technical support team assists customers with any product questions regarding installation and services.
Planning Before Packaging

To provide education on best design practices, Midmark partnered with Jeff Carter, DDS, and Pat Carter, IIDA, of Practice Design Group to present the ImpactDesign seminar. The workshops address typical inefficiencies and present floor plans that help staff work efficiently and keep patients coming back.

“Very few practices were specifically built for the patient experience or for the efficiency of the clinical team,” Pat Carter explained. “So 15 years ago, we started Practice Design Group with that idea in mind: to help dentists find their vision and create a facility that achieves it.”

Dr. Carter adds that today’s dentist must differentiate to survive. A dental office needs to be more than a space to treat patients—it needs to be a statement.

There are 4 important questions to ask:
1. Is my office layout efficient and inviting?
2. Does the workflow help my team or create bottlenecks and frustration?
3. How do I finance this project?
4. Does the experience keep my patients coming back so that you can develop a patient-healthcare relationship?

Feeling Good about Design

Did you know that more than 80% of dentists in the U.S. have been found to suffer from neck, shoulder, and lower back pain*? Midmark’s equipment is designed to promote proper posture for clinicians and patients alike, while helping to provide the best workflow.

In a course preview, Dr. Carter explains, “One of the more challenging considerations can be how the equipment selected impacts optimal operatory position. So my first consideration is ergonomic access to delivery units, supporting surfaces, and the oral cavity.”

For instance, for right-handed clinicians, it’s essential to comfortably operate from any clock position ranging from 12:00 to 9:00, adjusting the head rest and chair height as needed. For left-handed operators, the comfortable operating range is from 12:00 to 3:00. Keep in mind that an estimated 20% of the population is left-handed, so it’s important that operatory configurations are ambidextrous.

Midmark’s delivery units are designed from the inside out to complement the way you work. Likewise, dental chairs are designed for the ergonomic needs of both patient and operator, and dental lighting options enable the user to properly position lights for optimal illumination and maximum efficiency.

Flip the page to learn more about the ergonomic options included in the Midmark Choice Operatory package.

You’ve done your due diligence. You planned your new build or renovation, and you’re now ready to select core equipment, the foundation of excellent patient care. Pull up a chair as we start with the focal point of the operatory.

Chairs with Better Design

Gone are the days of the dental “lounge chair” design. While the wide seats and plush armrests were comfortable for patients, they were not ergonomically friendly to the clinician, who often had to reach and twist awkwardly just to reach the oral cavity. Don’t forget: depending on their treatment needs, patients may only be sitting in the dental chair for a couple of hours per year. However, you and other staff members will be working in coordination with this chair for hours per day, all year round.

Two patient seating options are available in the Midmark Choice Operatory package: the UltraTrim and UltraComfort dental chairs. Both models offer unrestricted clinical access, excellent patient support, and comfort.

ULTRATRIM

- Excellent access to patient with a narrower chair (40% thinner than standard chair)
- Provides unencumbered patient entry and exit with a patented chair-back design featuring a cast-aluminum structure with integrated armrests
- Smooth, quiet, precise operation with standard programmable chair controls and hydraulic drive system
- Standard or Ultradeather upholstery in a variety of color offerings

ULTRACOMFORT

- Excellent comfort with fully contoured back and specially designed lumbar support
- Cradles key patient support areas of elbows and inner shoulders with patented chair-back design
- Features cast-aluminum back with integrated armrests
- Smooth performance with programmable chair controls and hydraulic drive system
- Standard or Ultradeather upholstery in a variety of color offerings

CONFIGURATIONS

ULTRATRIM

- UltraTrim
  - Chair only
  - Left/Right
  - Console

ULTRACOMFORT

- UltraComfort
  - Chair only
  - Left/Right
  - Console

SAVE YOUR SPINE

The Midmark Dentist's Stool and Assistant's Stool are engineered to deliver premium styling and comfort with ergonomic refinement. The seat of the dentist’s stool can be tilted forward to help maintain the natural curve of the lower back, while the contoured backrest comfortably supports the lower back. The Assistant’s Stool offers an optional ratcheted backrest, a ratchet-release body support with height adjustment, and an integrated footrest that automatically adjusts with seat height.
Lighting

Workflow can be hindered and treatment compromised when the clinician strains to see. Midmark’s lighting options deliver true, reduced-shadow light that allows the clinician to properly identify shades, see details, and evaluate tissues. At the same time, the lighting maintains a soft, feathered edge to reduce eye strain associated with sharp differences in contrast. The ergonomic design offers complete control, with pull, tilt, and twist options, as well as easy access to the touchpad. Conveniently select from 3 light intensities in operate mode, or easily switch to composite mode for filtered light that prevents premature curing.

Midmark’s LED Dental Operatory Light (left) maximizes energy efficiency with only 22 W of power consumption, while producing a bright white light at 27,000, 21,000 and 15,000 lux. The Track Light Monitor (middle) combines excellent dental lighting with highly flexible monitor positioning, enhancing the patient experience and easing patient acceptance of procedures. The Halogen Dental Operatory Light (right) offers true, reduced-shadow, incandescent white light for excellent visualization of tissues.

Asepsis 21

Delivery units are a critical component of ergonomics and workflow efficiency in the operatory. One of the key considerations when turning over the operatory after treatment is infection control and prevention. Midmark’s Asepsis 21 Delivery System offers excellent reliability and peace of mind. It has removable covers that make the product easy to clean, promoting asepsis at the point of care.

Asepsis 21 is available in multiple configurations and options to meet each clinician’s needs. The user can complement their work style with mounting options such as left/right console, rear delivery, or cart-mounted. At the heart of each system is Midmark’s patented Kink Valve technology with unsurpassed reliability, which is tested to over 1 million cycles and backed by a 10-year limited warranty.
THE MIDMARK EXPERIENCE

Planning a new office build or major remodel is a significant project, full of decisions you don’t make every day. That’s why the design experts at Midmark created the Midmark Experience, a personal tour and consultation for you and your team hosted at the largest Midmark manufacturing campus in Versailles, Ohio. Tour Midmark’s showroom and experience first-hand the clinical equipment and technologies you are considering. By the time you’re ready to leave, your dream clinic will be taking shape with a look and feel you will already have experienced. Visit Midmark’s website and watch the video to the right to learn more.

DOWNLOAD THE BROCHURES

QUESTIONS? Click below to contact Midmark and start designing better care together.